

communicating one or more data of subscriber choice to a remote station in accordance with said module, said one or more data of subscriber choice input by said subscriber in response to a combined medium programming presentation which includes said designated unit of mass medium program material.

**Please cancel claims 37 to 46.**

## **II. REMARKS**

Applicants submit the foregoing claim amendments and cancellations for the purpose of expediting prosecution of the instant application. The amendments introduce no new matter. Specification support for the amendments is set forth below.

Claims 8, 11, 18, 22, 26-28 & 30 have been amended to recite “at least one” for occurrences of “one” to clarify that the claimed invention is not limited to just “one” of the recited components. No new matter is added by these amendments.

Claims 8, 10, 14, 16, 22 & 28 have been amended to replace the term “contain” (or its variants) with the more conventional transitional term “include” (or its variants). No new matter is added by these amendments.

Claim 2 is amended to use “said” to refer to all elements having antecedent basis. No new matter is added by this amendment.

Claim 3 is amended to set forth that the presentation is a mass medium presentation as disclosed at page 1 line 26 through page 2 line 9, page 553 lines 16-22, and page 555 lines 2-13 of the specification. No new matter is added by this amendment.

Claim 7 is amended to set forth that the output sequence of images is included in a presentation as disclosed at page 555 lines 2-13 of the specification. No new matter is added by this amendment.

Claim 11 is amended to delete the alternative that the memory includes a storage device. No new matter is added by this amendment.

Claim 22 is amended to set forth processing higher language code as disclosed at page 53 line 33 through 54 line 8 of the specification. No new matter is added by this amendment.

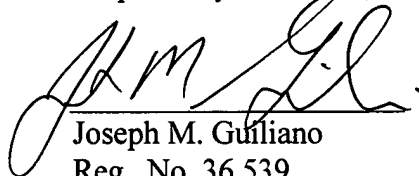
Claim 26 is amended to correct a minor inadvertency. No new matter is added by this amendment.

### III. CONCLUSION

Applicants respectfully request consideration of the foregoing amendments and allowance of the instant application.

If the Examiner has any remaining informalities to be addressed, it is believed that prosecution can be expedited by the Examiner contacting the undersigned attorney for a telephone interview to discuss resolution of such informalities.

Respectfully submitted,



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